

**AGENDA**



**Recommendation for Council Action**

Austin City Council	Item ID	19134	Agenda Number	13.
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Meeting Date:	10/11/2012	Department:	Austin Convention Center
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Subject

Authorize award and execution of a 24-month advertising contract with PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION for the purpose of positioning the Austin Convention Center as a premier destination site for hosting national and international conventions and trade shows in an amount not to exceed \$345,000.

Amount and Source of Funding

Funding in the amount of \$172,500 is available in the Fiscal Year 2012-2013 Approved Operating Budget of the Austin Convention Center Department. Funding for the remainder of the agreement is contingent upon available funding in future year's budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

<b>Purchasing Language:</b>	
<b>Prior Council Action:</b>	
<b>For More Information:</b>	Van Jobe, Guest Services and Purchasing Manager, 404-4047
<b>Boards and Commission Action:</b>	
<b>MBE / WBE:</b>	This contract will be awarded in compliance with Chapter 2-9D of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.
<b>Related Items:</b>	

Additional Backup Information

PCMA represents the best advertising resource available in the United States and worldwide and will assist the Austin Convention Center in reaching new levels in the hospitality industry. PCMA is the pre-eminent organization in the hospitality industry and a dominant resource for meeting planners nation-wide and internationally. PCMA represents more than 6,000 meeting industry leaders including planner professionals, suppliers, faculty and students. PCMA brings together a community of meeting professionals, both nationally and internationally, for relevant, high-level industry and professional development and education both face-to-face and virtually.

The organization orchestrates networking with colleagues to ensure leaders connect with common interest professionals and facilitates connections with strategic partners to help build career long relationships that will enhance opportunities for the Austin Convention Center to host national and international conventions and trade shows. As part of this contract The Austin Convention Center will be provided advertising credits, acknowledgements, and components on all PCMA advertising mediums with features to include logos, videos, destination images, documents, live chat forums and the opportunity to be included in an advertising piece in the PCMA virtual briefcase. In effect, the Austin Convention Center will have a presence wherever PCMA is because it will be connected into all of PCMA's advertising mediums and will use them as a platform for promoting the Convention Center as a destination site.

Additionally, PCMA publishes the leading industry magazine, Convene, with the latest research, best practices and trends in the industry. Convene magazine has a circulation and readership that is worldwide. The Austin Convention Center will receive a two-page bound insert in Convene magazine once per year and the opportunity to sponsor and/or submit an editorial or have an Austin Convention Center executive interviewed in Convene.

The City hereby declares this contract to be exempt from the competitive procurement requirements of state law because the services to be provided are advertising pursuant to Local Government Code Section 252.022(a)(16).